



NATIONAL TRADEMARK expo 2014



FRIDAY
October 17, 10 AM

5 PM

October 18

SATURDAY
10 AM
4 PM

Free Seminars

No Registration Necessary

Friday, October 17

- 11 A.M. **Trademarks, Patents, Copyrights and Trade Secrets for US Companies: The Top Myths, Mysteries, and Mistakes**
- 12 P.M. **Trademark Basics: What Every Small Business Should Know Now, Not Later**
- 1 P.M. **USPTO Website: An Overview of Online Tools and Resources**
- 2 P.M. **Trademark Application and Registration: Process and Pitfalls**
- 3 P.M. **Counterfeiting and Piracy - Why Buy "Legit"?**
- 4 P.M. **Trademark Basics: What Every Small Business Should Know Now, Not Later**

Saturday, October 18

- 10 A.M. **Trademarks, Patents, Copyrights and Trade Secrets for US Companies: The Top Myths, Mysteries, and Mistakes**
- 11 A.M. **Trademark Basics: What Every Small Business Should Know Now, Not Later**
- 12 P.M. **USPTO Website: An Overview of Online Tools and Resources**
- 1 P.M. **Trademark Application and Registration: Process and Pitfalls**
- 2 P.M. **Trademark Basics: What Every Small Business Should Know Now, Not Later**
- 3 P.M. **Counterfeiting and Piracy - Why Buy "Legit"?**



See Other Side for Seminar Descriptions and Directions



For more information, visit **www.uspto.gov/TMExpo**,
call **571-272-9226**, or e-mail **TMExpo@uspto.gov**.

Seminar Descriptions

Trademarks, Patents, Copyrights and Trade Secrets for US Companies: The Top Myths, Mysteries and Mistakes

Overview of the different types of intellectual property rights available to US companies, including a discussion of top myths, mysteries, and mistakes about intellectual property, and a review of the substantial information and resources available from the USPTO and other US Government entities to help small businesses protect and enforce their intellectual property rights in the US and worldwide.

Speakers: Susan Anthony, Office of Policy and International Affairs – Global Intellectual Property Academy and Scott Baldwin, Office of Trademark Quality Review and Training

Trademark Basics: What Every Small Business Should Know Now, Not Later

Overview of why selecting a strong trademark that is both federally registrable and legally protectable is important and factors to consider when choosing a mark; an explanation of what may happen if another trademark owner sends you a "cease-and-desist" letter; a discussion of the critical aspect of performing a complete trademark search and whether to use a trademark attorney; and how to avoid "scams" perpetrated by entities that request fees for services not required by the USPTO.

Speaker: Craig Morris, Office of the Commissioner for Trademarks

USPTO Website: An Overview of Online Tools and Resources

Overview of trademark tools and resources available at www.uspto.gov: "Basic Facts About Trademarks" booklet; instructional "how-to" videos; trademark FAQs; webpage featuring trademark processing timelines; the Acceptable Identification of Goods and Services Manual; the Trademark Manual of Examining Procedure; and electronic systems for searching the USPTO's database of registered marks and pending applications, filing applications and other forms, and viewing and checking the status of documents.

Speaker: Tanya Amos, Legal Policy Office

Trademark Application and Registration: Process and Pitfalls

Overview of the trademark filing and registration process, including complying with trademark application and post registration processing timelines; avoiding common mistakes made by applicants; USPTO's examination of applications; the role of the USPTO - what it does and does not do; and how to find a private attorney.

Speakers: Lori Beck and Janice O'Lear, Office of Trademark Quality Review and Training

Counterfeiting and Piracy – Why Buy "Legit"?

Exploration of the scope and economic impact of counterfeiting and piracy on the US economy; what businesses and individuals can do to combat this significant threat to US businesses, large and small; examples of counterfeit and pirated goods.

Speaker: Scott Baldwin, Office of Trademark Quality Review and Training

Metro 8 minute walk from both Eisenhower Ave. and King St. **Garage Parking** is available both days and is free on Saturday.



Follow us on Facebook and Twitter:

www.facebook.com/uspto.gov / #TMExpo